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The Provincial Association

The British Columbia Provincial Association of Film Councils

by William Patterson Orr

Last May, with spring in the fragrant air and the Okanagan aglow with the pink-eyed blossoms, the formation of a Provincial Association of Film Councils took place.

It was an historic occasion, not only because this is a working Association in a most difficult geographical area, but because it had been opposed from some quarters. This day brought unity to the Councils in the production of one dynamic body.

When we examine the Constitution, we see a noteworthy development in the land of tall timbers. The spirit of Cook, of Thompson, the cooperation and co-ordinating spirit that made this great land, is here.

In British Columbia, six Regional Associations have become one under the Provincial body, a group that will deal only with matters that can best be served on the wide Provincial plane, not with Regional Association challenges.

The objects are states in a Constitution that is meaningful and written with the Provinces' problems clearly before the makers.

The first section indicates the importance of the Board, and how it will act as a guidance and information service through its resources of trained personnel and adequate facilities. The Councils will realize the National Film Board stands behind them, and that they are "affiliated with this cultural organization".

The Information and Promotion objective is probably the vital link, the vital working force, of this new body. Here is its important co-ordinating and distributing function and it is here where B.C. gives a fresh approach to the unifying role of a Provincial film body.

The feature of this approach is in its workability through assignment of tasks at top level, to the Regional Association and through to the Local Council.

Under the five sub-headings of "Information and Promotion", this assignment and co-ordination privilege can now be surveyed with understanding.

The first sub-heading calls for the Provincial body to obtain, co-ordinate and distribute information re "Film Sources in B.C.". This task was assigned to the Coastal and Fraser Valley area--a big job of information seeking, of tabulation and dissemination. While this project goes to these Regional Associations, the second responsibility, that of "development of Film Projects and Programs by Associations and Councils" goes to the Kootenay Association. They will prepare a kit outlining such pooled series as Children's, Festivals, and Art Shows. Experience in these projects make this an easy allotment. Now the Regional Association of the Kootenays can break down the work to the local level. This is now a fact - one local Council was allocated the task of preparing one section on Festivals, another on Children's Events, and so on. The Regional Association will gather and distribute through the Provincial body to some 46 Film Councils that dot this wealthy Province.

The National Film Board itself will play its affiliation role by preparation of the "Historic Background and Relationships that Exist Between Councils, National Film Board and Associations". If individuals do not know where they have been, they can hardly have a guide to indicate where they should be going.

A promotional brochure, applicable to all Film Councils has been prepared, showing the strength of the Council movement, the member councils and whom to contact. Copies can be sent on request by writing the Provincial Association, care of Mrs. Howlett of Vernon, B.C. The National Film Board took the lead in development of this pamphlet, entitled "Let's Get Acquainted With the Film Councils of B.C.". Space is provided for insertion of local material and promotional data during membership drives.

And so we go on through the entire Constitution. A standardized projection manual has already been written and will soon be available in two forms - pocket manual edition, and the instructors edition.

The spirit is alive in such a moving force through allocation of duties by member Regional Associations. Each Regional Association has two accredited delegates who can represent the Councils of the district.

Financial responsibility is not the purpose of this group. The funds set at $15.00 per member Film Council do little more than cover the transportation expenses for delegate members at the rate of 4¢ a mile and $10.00 per diem for attendance. The purpose is co-ordination. The link of Regional Associations is in providing the individual Council information vital for success. With everyone contributing his share, the broad objectives of this Constitution can be realized and are being realized.

Two months have elapsed since such an imaginative body was set up. Two months have already brought about:

A. Distribution of the promotional pamphlet.
B. Project manual of film ideas in preparatory shape.
C. Standardized projection courses in hands of printer.
D. Constitutions to each Council.
E. Start on the immense "Film Sources Manual".

The future is indeed bright for this B.C. Body. With an effective distribution and communication channel, the door is open for a new sponsored film allotment and distribution. The plan has already received initial support from industry and business plus one production company offering their valuable assistance in graphics, and listings.

While many Constitutions are worded in lengthy unintelligible style, this one rates excellence for clarity, for understandability and practicability.

Another "forward step" in this unpredictable booming Province of B.C.

NEW FILMS

C.F.I. has just received four series of educational television programs to be distributed to schools, organizations and individuals for non-television and non-theatrical use. Each kinescope is thirty minutes, black and white with a rental of $5.00. The films are.....

The Atom Series
- HOW BIG IS AN ATOM?
- WHAT MAKES ATOMS STICK TOGETHER?
- WHY ARE ATOMS UNPREDICTABLE?

Understanding Numbers Series
- THE EARLIEST NUMBERS
- BASE AND PLACE
- BIG NUMBERS
- FUNDAMENTAL OPERATIONS
- SHORT CUTS
- FRACTIONS
- NEW NUMBERS

Music For Young People Series
- THE ELEMENTS OF COMPOSITION
- INTRODUCING THE WOODWINDS
- PERCUSSION: The Pulse of Music

Talking Sense Series

DO YOU KNOW HOW TO MAKE A STATEMENT OF FACT?
Difference between statement of fact and inference; importance of being aware of their differences; numerous illustrations; consequences of misunderstanding of differences and their effects upon human relations.

JUST WHAT IS GENERAL SEMANTICS?
Indicates that in the broadest sense, general semantics is concerned with the factors in communication that lead to misunderstanding, tension and conflict.

ON THE DIFFERENCE BETWEEN WORDS AND THINGS
Consequences of forgetting that words only point to things and are not the things themselves. Attention to words alone may lead to unrealistic behaviour. It is easier to exaggerate than to be precise.

THE MAN WHO KNOWS IT ALL
Hindrance to learning and development of tension and bigotry in human relations is a consequence of the "disease of allness", an attitude present in the person who implies or believes that what he knows or says about a thing is complete and final.

WHAT IS A GOOD OBSERVER?
Differences between good and bad observer; how observation is generally made in terms of similarities; importance of ability to see these differences. Observation of similarities alone limits our awareness of the world.

WHY DO PEOPLE MISUNDERSTAND EACH OTHER?
Words lead to misunderstanding in conversation since meanings of words are not fixed and people provide their own interpretations. Therefore, to understand, one must go beyond words and try to understand meanings.

Individuals or organizations interested in buying these kinescopes may preview without charge.